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### **Remarks**

The present application has been reviewed in light of the Office Action dated December 15, 2006. By the foregoing amendments, claims 1 and 16-19 are amended. Claim 15 is canceled without prejudice, and claims 20 and 21 are newly introduced. Claims 1-14 and 16-21 are pending after the amendments. No new matter is added by the amendments, and supports for the amendments can be found from throughout the specification, drawings, and claims as originally filed. For example, the user input unit recited in claims 1, 16 and 20 as amended are described and illustrated in paragraph [00028] and FIG. 4.

Claims 1-19 are rejected under 35 U.S.C. 102(e) as being anticipated by Prabhu et al. (US 7,019,778).

The present invention as claimed in all the pending claims, namely claims 1-14 and 16-21, is particularly related to setting up a start information signal of an electronic camera without utilizing an external computer which has a specific application program for downloading and setting up the start information signal such as a start image and start sound. Applicants respectfully submit that Prabhu et al. is not related at all to this start information setting feature of the invention, and thus claims 1-14 and 16-21 are patentable over Prabhu et al. Nowhere in Prabhu et al. discusses regarding setting up the start information signal which is to be reproduced as initial display information when the power of the camera is turned on.

Moreover, as detailed herein, Prabhu et al. fails to disclose or teach at least some of the limitations recited in the claims.

Among the claims, claims 1-14 requires, among other limitations, (i) that the menu option be coupled with a user input unit provided in the camera, and (ii) that the menu option and the user input unit of the camera enables the user to select and

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set up a start information signal through the display unit from the information signals stored in the rewritable memory of the camera without connecting the camera to an external computer for setting the start information signal.

Prabhu et al. (US 7,019,778) discloses a method for customizing a digital camera for at least one particular user. Prabhu et al., however, fails to disclose or teach, among others, the above-identified limitation (ii) of the claimed invention that the menu option and the user input unit of the camera enables the user to select and set up a start information signal through the display unit from the information signals stored in the rewritable memory of the camera without connecting the camera to an external computer for setting the start information signal.

The method as disclosed in Prabhu et al. provides customization software which can access a plurality of firmware components of the camera. Although even we presume this customization software may have any bearing to setting up the start information signal what so ever (that is unlikely because Prabhu et al. does not teach such feature at all), Prabhu et al., however, specifically suggests that this software is executed external to the digital camera, and is typically executed on the external computer 40 connected to the camera. See FIG. 1B, and also the Abstract and column 3, lines 54-61. As such, it is clear that Prabhu et al. teaches away from the invention as claimed. Accordingly, Prabhu et al. fails to disclose or teach the above-identified limitation (ii) of the invention as claimed in claims 1-14.

In view of the foregoing, claims 1-14 are patentably distinct over Prabhu et al. under either 35 U.S.C. 102(e) or 35 U.S.C. 103.

Among the claims, newly introduced claims 20-21 are also related to setting up a start information signal of an electronic camera without utilizing an external computer in which the computer has a specific application program for downloading and setting

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up the start information signal. As discussed above, Prabhu et al. is not related to this start information setting feature of the invention.

Moreover, claims 20 and 21 include claim elements similar to the above-identified limitation (ii) of which limitation Prabhu et al. fails to disclose or teach. Furthermore, claims 20 and 21 further require that the start information signal include a start image or start sound to be selected from information stored in the flash memory of the camera and in the memory card of the user. Prabhu et al. fails to disclose or teach this limitation.

Accordingly, in view of the foregoing, Applicants respectfully submit that claims 20 and 21 are also patentably distinct over Prabhu et al. under either 35 U.S.C. 102(e) or 35 U.S.C. 103.

Among the claims, method claims 16-19 as recited are also related to setting up a start information signal of an electronic camera using the user input unit coupled with a menu option for setting the start information signal, that is, without utilizing an external computer for downloading and setting up the start information signal. This recited limitation of claims 16-19 is neither disclosed nor taught by Prabhu et al.

Moreover, claims 16-19 further require, among other limitations, that the setting-up of the start information signal be performed by selecting desirable start information from a group consisting of a sound data recorded or inputted by the user, image data stored in the memory medium, sound data stored in a flash memory of the camera, and image data stored in the flash memory. This limitation is also neither disclosed nor taught by Prabhu et al.

Therefore, in view of the foregoing, Applicants respectfully submit that claims 16-19 are also patentably distinct over Prabhu et al. under either 35 U.S.C. 102(e) or 35 U.S.C. 103.

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In view of the foregoing amendments and above remarks, Applicants submit that all of the pending claims of the present application, namely claims 1-14 and 16-21, are patentable over the references of record and in condition for allowance. Favorable reconsideration and early notice to that effect is earnestly solicited.

Respectfully submitted,

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